

Drive 55 Conservation Project

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Drive 55 Conservation Project Action Plan

There are three levels of activity contemplated.

Level One is Voluntary modification of driving behavior via a public relations campaign anchored by a recognizable design on bumper stickers for motor vehicles. The stickers serve to make the driver more conscientious while informing other drivers that the vehicle is observing the 55 MPH speed limit.

Supported by a multi media campaign with messaging geared toward benefits of slowing down, the bumper stickers will create community and encourage other drivers to join the trend. Project experience has revealed that it can actually be unnerving and unsafe to drive 55 mph if others are doing 85, therefore safety will be improved by having a way to notify speeders of the drivers intention.

Level Two is Direct Regulation, first legislatively and then by law enforcement. Political will on the part of the legislature, especially by a few key leaders, is required to write new law. CHP must be provided sufficient resources if mandated to step up enforcement, however structured carefully, CHP activities will pay for themselves.

Level Three effort would combine Market Based Compliance with Direct Regulation by including taxing vehicles by horsepower vs. weight and seatbelts, carbon tax on fuels, and pollution tax on wear items such as tires and brakes.

We seek to try the easiest and lowest cost Level One effort first and propose a \$1 million dollar budget to roll out an initial campaign. The budget would provide 10% for management, 40% for bumper stickers printing & distribution, and 30% for a multi media ad campaign with a 20% contingency fund.

To measure the effectiveness of the campaign will require a separate statistical analysis of historical data. Since it is a purely voluntary program it would be very difficult to quantify and is therefore outside the scope of a Level One effort. Levels Two and Three would provide useful data that could be analyzed to quantify benefits but also require more extensive planning that will be better accomplished after a level one effort has been implemented.

Cost Effectiveness Calculation and Assumptions

To calculate the cost effectiveness of the Voluntary campaign one simple approach would be to budget \$1 million each year until 2020 for the campaign for a total project cost of \$12 million.

Using the 2004 baseline Road Transportation Emissions figure of 166.747 MMT CO₂E and data from the EPA memo annual reductions could be as high as 20.7%, and even if the reduction turns out to be only 1% that would still be an impressive 1.7 MMT per year for a total reduction of 20.4 MMT by 2020. \$12 million divided by 20 MMT works out to about \$600,000 per MMT.